



## NEWS RELEASE

*Avedis Zildjian Company  
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**FOR RELEASE AFTER JULY 23, 2007**

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### **ZILDJIAN INTRODUCES THE EL SONIDO MULTI CRASH-RIDE CYMBAL**

*New Multi-purpose Effects Cymbal Designed with Marc Quiñones*

**Norwell, MA – July 23, 2007** - The Avedis Zildjian Co is pleased to introduce a new cymbal based on the collaboration with Marc Quiñones of the Allman Brothers. The new 17" El Sonido Multi Crash Ride Cymbal provides a versatility of sound in any Salsa, Jazz, Latin or Rock setting.

Part of Zildjian's "FX" series of cymbals, the 17" El Sonido Multi Crash Ride features a lathed, medium-thin weight outer portion of the instrument to help create a fast and expressive Crash response. In contrast, the thicker unlathed center area produces a maximum projection of sound while the unlathed, larger cup aids in providing Ride articulation and a pure bell tone. Zildjian's Brilliant finish not only completes the El Sonido Multi's striking appearance but also helps to provide extra sparkle to its sound.

Marc worked with R&D/Quality Manager, Paul Francis, for over a year to develop a cymbal that would work in both Marc's Latin Jazz group and Allman Brothers Band percussion set-ups and could be played with a drumstick, timbale stick or by hand.

No stranger to designing instruments with Zildjian, Marc also plays his Marc Quiñones Zildjian Artist Series "Rock" and Salsa" Timbale sticks.

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Image included: El\_Sonido.jpg



## AVAILABILITY CHART

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### EL SONIDO MULTI CRASH RIDE

MODEL	SOUND	SIZE	FINISH	WEIGHT	PART #	SUGG. LIST PRICE
El Sonido Multi Crash Ride	<ul style="list-style-type: none"><li>• Designed with Marc Quiñones</li><li>• Lathed outer half for “crashability”</li><li>• Unlathed inner half for excellent projection</li><li>• Strong, cutting bell</li><li>• Playable by drumstick, timbale stick or by hand</li></ul>	17”	B	MT	A20017	\$319